

Washington State
Quit Line Data Summary
September 2002 vs. July, August & September 2003

	<u>Sept. 2002</u>	<u>July 2003</u>	<u>August 2003</u>	<u>Sept. 2003</u>
Number of Calls to Quit Line	N = 1,179	N = 1,054	N = 872	N = 1,009
Percent of Statewide Calls	100.0%	100.0%	100.0%	100.0%
Percent of State Population in County¹	100.0%	100.0%	100.0%	100.0%
	Sept. 2002 %	July 2003 %	August 2003 %	Sept. 2003 %
Gender	N = 1,070	N = 914	N = 744	N = 907
Female	61.7%	60.8%	64.9%	65.8%
Male	38.3%	39.2%	35.1%	34.2%
Race/Ethnicity	N = 888	N = 778	N = 636	N = 771
American Indian/Alaskan Native	3.5%	4.0%	4.2%	3.2%
Asian/Pacific Islander	1.2%	1.4%	1.6%	2.5%
African American	7.8%	4.6%	5.3%	5.3%
Hispanic/Latino	3.8%	2.6%	2.7%	1.8%
White	83.7%	87.4%	86.2%	87.2%
Age	N = 927	N = 854	N = 690	N = 835
Less than 18 years old	2.4%	2.2%	1.9%	1.1%
18 - 24 years old	14.3%	14.3%	15.5%	17.4%
25 - 34 years old	23.5%	23.2%	23.0%	23.7%
35 - 44 years old	26.5%	25.9%	24.9%	26.9%
45 years and older	33.2%	34.4%	34.6%	30.9%
Education	N = 911	N = 805	N = 659	N = 803
Did not graduate high school	16.6%	18.5%	20.2%	19.9%
High school graduate	32.6%	34.0%	31.7%	33.7%
Some college/vocational school	38.1%	33.9%	36.4%	35.9%
College graduate	12.7%	13.5%	11.7%	10.5%
Caller Type	N = 1,073	N = 957	N = 787	N = 941
General Information	14.7%	11.3%	10.4%	9.9%
Health care provider	3.7%	2.6%	3.8%	3.2%
Tobacco user	81.5%	86.1%	85.8%	86.9%
Payer Type	N = 619	N = 631	N = 516	N = 627
Insured	38.3%	29.3%	31.6%	27.8%
Uninsured	26.8%	30.4%	29.5%	31.1%
Medicaid	34.9%	40.3%	39.0%	41.1%
Heard About	N = 892	N = 798	N = 638	N = 784
Past caller	13.2%	14.8%	13.2%	13.8%
Employer/worksites	0.8%	0.6%	1.6%	1.3%
Health care provider	21.4%	28.7%	28.4%	32.0%
Television	21.2%	13.3%	15.4%	12.9%
Outdoor advertisement (billboard/bus/wall)	6.6%	4.1%	5.5%	4.6%
Targeted mailing	0.4%	0.0%	0.0%	0.0%
Great Start	0.2%	0.1%	0.0%	0.1%
Radio	2.6%	2.4%	0.6%	0.3%
Newspaper/Magazine	2.0%	0.4%	0.3%	0.6%
Brochure/Newsletter	6.4%	6.4%	2.7%	7.3%
Family or friend	21.7%	24.7%	26.6%	23.1%
Health Department	2.5%	3.8%	5.0%	3.7%
School	0.9%	0.8%	0.8%	0.4%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.